

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad# 340-81-"STRIKE IT RICH"-Reg# 96-93304-Page (9 3/4" X 11 1/4")-4/C Sunday Supplements, 1987

Printed in U.S.A.

PLAYERS LIGHTS 25's

5 free per pack!

Strike
it rich!

50 free per
carton!

Kings & 100's
Regular and Menthol

Mfr's suggested pricing based on full price brands.

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.



2001791131